**Redkite Case Study**

**We would like you to tell us if ‘member get member’ (refer a friend) is good.**

Attached are c.20k rows of obfuscated customer data from a rapidly growing food delivery company. They come from an aggregated customer analytics table and the data was extracted in mid 2016.

It’s up to you how you’d like to present your findings, whether it’s Powerpoint, Word, or some other preferred tool.

The brief is a little vague on purpose (e.g. you'll need to decide what “good” is for this business) as we'd like to see how you break down the problem and focus on what's important.

If you don't have enough data to make this call or if you think extra data sources would be beneficial to use, or you would like to consider other inputs or information, please outline what you'd add and how you'd use them.

**Things to note**

We normally allow about 90 minutes, plus 15 minutes reading time. We are happy for you to spend a little extra time on this if you are able to.

Please send across your findings once complete, ahead of the debrief.

The case study is intentionally broad to allow you to approach it in the way you prefer, as if a client had asked you to have a quick look at a business challenge for them, and share initial analysis and ideas.

We will schedule a meeting with a Director and a team member to debrief your case study - this is for you to share your findings, talk through your work and for us to ask questions.

**File Contents:**

* user\_id - distinct user ID's
* first\_order\_day - day of first successful delivered order
* most\_used\_city - take this as the city the customer lives in
* count\_cuisines - number of distinct cuisine types a customer has ordered from
* voucher\_user - boolean showing if the user used a voucher on their first order
* voucher\_amount - value of voucher in GBP
* member\_get\_member\_viral - boolean showing if the user used a 'member get member' referral code
* on their first order (NB we do not see who's referral code they used, but we know that that costs an
* equal amount e.g. "give £10 get £10")
* average\_order\_value - average GBP value of all orders made in the data sample
* cnt\_orders\_XXd\_fwd - cumulative fields showing the number of orders 7days, 14days etc after a
* user's first order. The first column is always at least 1 as everyone in this table has made an order.
* As an example, Row 6, shows a user who made 3 orders on their first week